

ASSOCIATION OF COLLEGE AND UNIVERSITY BROADCASTING STATIONS

June 25, 1934

This is a special bulletin, so dubbed because it comes from the office of the president rather than through the usual source, the office of Ted Beaird, our executive secretary. The reason for this procedure is twofold: to save some time, and because it is almost as cheap to send several pages of "information" as it is to send a letter. The letter had to go to you because it deals with the plans for the Fall meeting. And so here are some of the things the letter would have said:

Every member of the Board of Directors and of the Executive Committee has agreed that we should have a meeting "all of our own", and most agreed that the Fall would be the best time. This meeting is open not only to all of our membership but also to all other educational stations not now members but who should be within our fold. Further, each station is urged to have present not only the director of the station but also any other members of the station staff who would benefit by attending. So please start plans now to get yourself, and as many members of your staff as possible, to the meeting.

Several meeting places have been suggested: Kansas City, Chicago, St. Louis, and Indianapolis. Chicago is frowned upon by many because most meetings held in a city so large usually lose interest because of counter attractions. Another good suggestion has been made with reference to the days of the week on which the meeting should be held. Because of football broadcasts, if we wait that late for the meeting, it was suggested that we have our gathering on Monday and Tuesday. Elsewhere is a ballot on which you will please indicate your choice of meeting place and time, tear off, and mail to the president. As soon as possible (we will wait a reasonable time for your answers), we will announce the time and place as indicated by your votes.

Due to a misunderstanding on my own part, the matter of election of officers was "gummed up" at the Columbus meeting. It was finally suggested, at that time, that the officers be elected by mail. This, I found, was contrary to our constitution which requires that the election of officers shall take place at the annual meeting. This coming fall meeting will therefore be termed the ANNUAL meeting, according to the vote of the directors, and officers will be elected at that time.

This Pays Your Dues For Two Years Plus

Largely through the work of the Association of College and University Broadcasting Stations, the ruling to assess all radio stations certain fees to maintain the Code Authority at Washington was modified so as to exempt those educational and non-commercial stations who applied for such an exemption. I have received a list from the Code Authority in Washington saying that approval has been given to the application of the following members for exemption of the provisions of the code:

WKAR	Michigan State College, East Lansing, Michigan
KPOF	Pillar of Fire, Denver, Colorado
WAWZ	Pillar of Fire, Zarephath, New Jersey
WILL	University of Illinois, Urbana, Illinois
WLBL	Department of Agriculture and Markets, Stevens Point, Wisconsin
WOSU	The Ohio State University, Columbus, Ohio
WMBI	The Moody Bible Institute, Chicago, Illinois
KUSD	University of South Dakota, Vermillion, South Dakota
KFDY	South Dakota State College, Brookings, South Dakota
KWLC	Luther College, Decorah, Iowa
WCAT	South Dakota State School of Mines, Rapid City, South Dakota
WCI	Iowa State College, Ames, Iowa
WTAW	Agricultural and Mechanical College of Texas, College Station, Texas
WSUI	State University of Iowa, Iowa City, Iowa
KDAC	Oregon State Agricultural College, Corvallis, Oregon
WLB	University of Minnesota, Minneapolis, Minnesota
WBAK	Commonwealth of Pennsylvania, Department of Justice, Harrisburg, Pennsylvania
WCAD	The St. Lawrence University, Canton, New York
KSAC	Kansas State College of Agriculture and Applied Science, Manhattan, Kansas
KSAJ	Grove City College, Grove City, Pennsylvania
WBAA	Purdue University, Lafayette, Indiana
KFSG	The Angelus Temple Radio Beacon, Los Angeles, California
KHPS	Benson Polytechnic School, Portland, Oregon
KWSC	The State College of Washington, Pullman, Washington

The money saved in this one piece of work will pay our membership dues for more than two years.

Why Our Bulletins Have Been Few

Everyone with whom I have talked has bemoaned the fact that our bulletins are too few and far between. The answer is simply this: lack of money. It costs quite a tidy sum, over the year, to put out these bulletins; and so when we got down to practically "thirty cents" we discontinued them. Now, with new membership fees in, we have a little cash which undoubtedly will be used largely for the issuance of bulletins during the coming year. However, with the exception of letters and information concerning the fall meeting, no bulletins will be issued until the members make their desires known at that time.

- - - -

Please indicate your choices on the space below, and return to Jos. F. Wright, 362 Administration Building, Urbana, Illinois.
Please give especial attention to item 3 -- program suggestions.

1. Meeting Place:

Kansas City ____; St. Louis ____; Indianapolis ____; Chicago ____.

2. Time of meeting:

September 10-11 ____; September 17-18 ____; September 24-25, ____;

October 1-2 ____; October 8-9 ____.

3. Suggestion for program:

Topic _____

Suggested Speaker _____

- - - -

Here Is Your Chance!

The Executive Secretary of our Association, Ted Beaird of WNAD, University of Oklahoma, makes the following comment, to which all of us certainly subscribe:

"I feel that our membership should give some serious thought to additional ways in which we may serve the membership. I mean by this that we should get a consensus of opinion of those present at the next meeting as to the manner in which the Association may help them."

Please feel free to speak frankly in telling us what we should be doing, both in regard to the bulletins and otherwise. A lot has been accomplished during the life of the Association, but we could undoubtedly have done more. However, the officers of the Association have waged many "battles" that are known only to them - affairs affecting educational broadcasting in many ways.

Federal Trade Commission Asks For Suggestions

Late in May all stations received the following letter from the Federal Trade Commission:

"This Commission has directed that hereafter more attention shall be given to the subject of commercial representations by radio broadcast. This is in response to a general demand that the same rules for advertising be observed in radio broadcasts as those enforced by the Commission with respect to periodical advertising.

"It is anticipated that the radio industry will display the same cooperative spirit as the publishing industry has, to the end that unfair, false and misleading advertising shall be eliminated from interstate commerce.

"Commencing July 1, 1934, and until further notice, you are respectfully requested to procure copies of all commercial continuities (other than network programs and electrical transcriptions) issued through your facilities, and forward these, with dates of broadcasts and addresses of advertisers, to the Special Board of Investigation, Federal Trade Commission, Washington, D. C.

"For convenience these may be mailed once a week, to be filed and reviewed by the Board.

"Government franks are enclosed for your use in transmitting such copies. Additional franks will be supplied as needed.

"Your cooperation will be appreciated by the Commission."

The president of ACUBS wrote the Commission and pointed out that most of the educational stations were not commercial in any respect, did not sell time and therefore would not come under the proposal in question. The following letter has been received. Please note the last paragraph and send any suggestions direct to Mr. Adams, or if you prefer, to me and I will send them on:

"Dear Mr. Wright:

"We have your letter of June 4. The Commission deeply appreciates your approval of this contemplated review of radio advertising, both in your individual capacity and as President of the Association of College and University Broadcasting Stations. We hope that this work will prove to be of real service, not only to the public at large, but to the broadcasting industry itself.

"Referring to Radio Station WILL, we note that this station is not commercial in any respect and does not sell or donate time. We have accordingly listed it as non-commercial. Only stations broadcasting commercial continuities are expected to make the weekly reports called for in our letter of May 16.

"Should you or your fellow members of the Association of College and University Broadcasting Stations have any suggestions or comments to make, this Board will be pleased to receive them.

Very truly yours,

(Signed) E. J. Adams, Chairman
SPECIAL BOARD OF INVESTIGATION"

The NCER Conference in Washington

A copy of the "Fundamental Principles Which Should Underlie American Radio Policy," adopted by the National Conference called by the National Commission on Education by Radio in Washington, is enclosed. You were on the list to receive this material directly from NCER, but in case you did not get your copy, or need another, here it is.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



WISCONSIN
HISTORICAL
SOCIETY



WISCONSIN
UNIVERSITY OF WISCONSIN-MADISON



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.